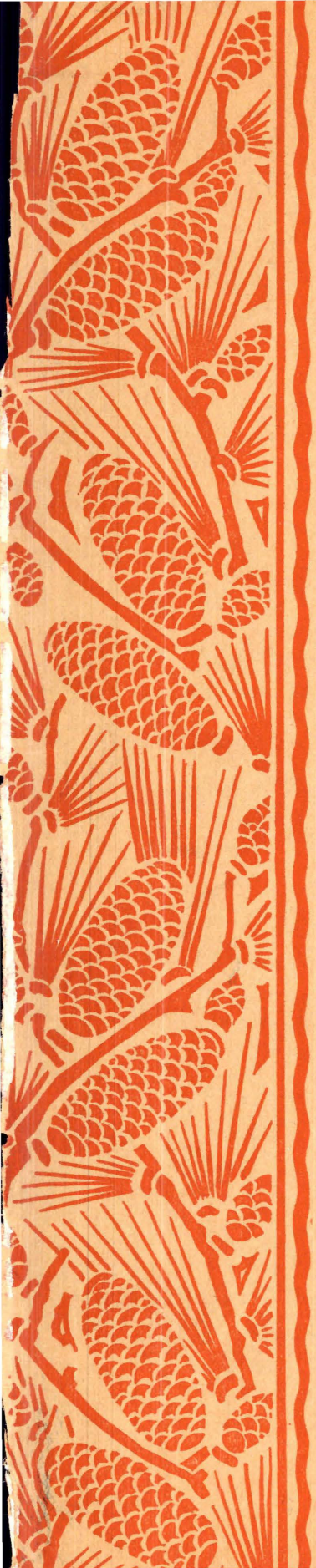


THE STORAGRAM

SERVICE NUMBER

KAUFMANN'S
FIFTH AVENUE - PITTSBURGH

Service Number

This issue of the Storagram is dedicated to those fellow workers whose work is distinctly *service.* Unfortunately, not all the service groups could be presented in one issue of our store paper. Besides the Adjusting, Telephone, Service Desk and Floor Superintendents' divisions, featured in the following pages, there are other service groups whose work is no less important to the successful operation of this business—such groups as the Shopping Bureau, Elevator Operators, Wrappers, Packers and Delivery Men. Even this does not complete the whole list of Kaufmann fellow workers who are engaged in the specialized work of service.

The STORAGRAM

Published monthly by and for the Fellow-workers of Kaufmann's.
Printed and bound in our own printing shop.

Vol. VIII | Pittsburgh, Pa., September 1927 | No. 8

Service To Customers

There was once a time in the history of retailing when almost the sole attraction held out by the various merchants was "something different" in the merchandise offered for sale—something different, or something cheaper than other stores could offer. But those days have about passed. Nowadays the greatest competition is in SERVICE. Yes, stores have come to realize that the surest way of attracting customers and *keeping* customers is to offer them the best possible service. Customers will go where conditions are most pleasant, where time and energy may be saved and where salespeople are most courteous.

When the time comes that each and every one of us gives that friendly, intelligent, patient service with every transaction to every customer who enters our store, then will Kaufmann's have reached the goal that we are striving for in our *service to customers*.

H. I. MINNICH, *Superintendent*

FLOOR SUPERINTENDENTS

STANDING, Left to Right—*C. N. O'Donnell, F. H. King, G. D. Sexton, L. F. Broecker, H. R. Mohr, H. D. Stitzel Charles Matz.* SEATED*I. F. Heidler, W.J.Crock, H.I.Minnich (Store Superintendent),J. S. Hare, Samuel Edwards.*

Here are the gentlemen who head up service and are responsible for service on each floor. That is a significant title; it means much. The right co-operation among fellow workers on the floor is necessary to smooth operation and this is the first essential in business. It is the Floor Superintendent who is responsible for the smooth operation of business on his floor. To give a detailed account of the thousand-and-one various questions these men handle in the course of an average day, would fill all the pages of this paper. We can only sum up the matter here by saying that the Floor Superintendent endeavors to see that all customers of all types are being served to their satisfaction. And while he has the customer's point of view, he still keeps the store's point of view; he must make decisions that are both just and generous. It is not a simple or an easy job. He lives all day in the "traffic stream," with throngs of customers walking past him. In addition to acting as host to these throngs, he is the man who follows up store system on his floor and in this way he keeps his departments properly co-ordinated with all the rest of the store.

The picture at the right shows a Service Desk in action. In the article on the following page, Miss Anne Kelly, supervisor of Service Desks, attempts to give some idea of the many types of transactions that are handled at the Service Desks. Miss Kelly told the editor that she thought the subject could scarcely be touched in the limited space alotted to the article, so many and so varied are the requests for service that come to these desks in the course of every day's work. But we believe that any fellow worker who reads Miss Kelly's article will learn much that is worth knowing about our great business.

KAUFMANN'S SERVICE DESKS

By Anne Kelly

1st row—Sadie Grapp, Catherine Bolitho, Lillian Craig, Anne Kelly, Amy Breeding, Catherine Schieb, Catherine Killmeyer.
Second Row—Henrietta Barricklow, Mildred Moody, Alice Skillen, Pearl Couslon, Dana Winkleross, Anna Gay.
Last Row—Clara Stanley, Catherine Muenstern, Madaline Barry, Anna Minella, Jean Handel, Rose Verner.

In such a prominent position on each floor, and labeled as they are, "Service Desks," these places are indeed the very heart and center of service in the store, and the staff of Service Desk girls realize every minute that here customers must never be disappointed in their many requests for various kinds of service.

As you go by the Service Desk on the Main Floor, for instance, glance at it. You will see one girl at the telephone receiving a request for a wagon call, another is receiving returned merchandise and making out a credit slip, while a third is making out a Merchandise Certificate.

Meanwhile, the counter is lined up with waiting customers, all making their requests at once. One wants to send a telegram, which service we give at the Main Floor Service Desk; another wants to send a money order; another wants us to send a package, parcel post insured, both of which we will do for her here; another is asking for a transfer card, and at least six are asking us for information of all kinds. These latter must be given careful consideration or friends will be lost to the store.

Our constant thought is that all these people have come here for service, and it is our business to give it. Nearly always, we find that courteous treatment on our part smooths out a customer's temper, and very often it happens that customers repurchase when they had not intended to, upon bringing back merchandise, if we make the suggestion in the right way and are really sincere in our effort to help them get what they want.

I will close with a brief summary of the various transactions handled by the girls of the Service Desks; they make out wagon calls as requested by letter, phone or personal call; they make out exchanges, refunds or credits as o.k'd by the floor superintendent; they receive and check off the returned merchandise brought back by wagons; they make out alteration tags; they make accommodation slips for customer's own goods to be sent by our delivery; they issue transfer cards. The Main Floor Service Desk has additional duties, such as sending telegrams for customers and giving complete post office service and cashing refund orders.

Bureau of Adjustments

REAR STANDING—*Howard Crosby, Assistant, Marguerite Clarke, Assistant, James F. Brannigan, Manager, Katherine Killmeyer, Lorraine Fitzgerald.*

SECOND ROW—*Helen Schwarts, Margaret Forbes, Ada Beck, Louise Garbett, Caroline Rouss, Julia Torsney, Rose Garriton, Cecelia Guttendorf, Helen Nolan, Mildred Smith, Pauline Muller, Margaret Booth, Laura Buday, Margaret Donnelly.*

FRONT ROW—*Elizabeth Kane, Helen Sayre, Marie Fitzpatrick, Jean Epstein, Celia Foster, Mary Handrahan, Marie Gorritz, Josephine Heiser, Ruth Lieberman.*

EDITOR'S NOTE—A glance at the picture above will show not only how large a staff it takes to handle the work of the Adjusting Department, but, we think it shows pretty well what a keen, alert, good natured group this is. It takes a lot of patience, good humor, persistence and good head work to "trace" complaints, correct errors, and finally restore the customer's good will after she has—or feels that she has—reason for complaint. Here's the group of fellow workers that untangle such knots.

How The Adjustment Bureau Works

By CECELIA FOSTER

The organization of this department is as follows: Mr. Brannigan, manager, Miss Clarke, assistant manager, one stenographer, one typist, one mail clerk, one traffic clerk, two file clerks and eight tracers. Then there is the Credit Complaint, headed by Mr. Crosby who has the assistance of eleven girls. This division handles all errors on bills and is under the general supervision of Mr. Brannigan.

The commonest causes of customer's complaints are non-delivery, short orders, damaged merchandise, unsatisfactory merchandise, wrong merchandise, cancellations, charge holds and a number of other less frequent causes.

Complaints and requests for adjustment come to the Adjusting Department by telephone, by mail and by the customers personally. In almost every case the customer has—or feels that she has—a grievance against Kaufmann's. It is our constant duty—our first and last thought—to right the wrong, if there is a wrong, as quickly as possible and thus restore the customer's good will.

Perhaps it will give some idea of the workings of this department if I give one specific example of "tracing a complaint." The cases are so different and the procedure is so varied that volumes could be written about this work. But let us follow one case.

A customer complains that merchandise which she purchased several days ago has not been delivered. The tracer finds that it was a charge transaction. She secures the charge notation from the bookkeeper. Then she looks up the packer's check or the wrapper's stub. If she finds this, it indicates that the merchandise got that far on its way to the customer, anyway. Then the tracer goes to the auditing office and gets the sales person's tissue for that transaction. From this she gets the customer's address (and how she thanks the sales person who writes a good, legible hand!) By the address she knows what route in the delivery was used. Each district has a route number. For example, all packages going to Oakland take route No. 3; to Squirrel Hill, route number 10 or 12. The tracer must know these routes so she can hunt up the right delivery sheet, for these are filed by route number. If she finds this merchandise listed on a delivery sheet, the next step is to issue a "driver's tracer." If it was a case of "bad address," the entry will be voided off the sheets and the "Bad Address Book" will indicate whether or not the merchandise went again with corrected address or came back to stock.

It will make too long a story to go on to the very end of this case. Even as much as I have told may give some idea of the complicated process of tracing complaints. But nothing I could write would give a very complete idea of just how customers feel when they have complaints. How hard we work to fix things up to their satisfaction!

A tracer develops originality, system, perseverance in her work—but above all, she has to be conscientious! She can always see the agitated customer, in her imagination, and she uses all her wit and energy to get the error corrected. At all times we remember that we are giving service to the customer. We must be patient and courteous when customers are sometimes hurried and agitated. Our work takes us into many departments and requires the co-operation of these departments. Can you visualize just how much that co-operation means to us?

Telephone Switchboard Girls

Rachel Clements, Virginia Ainsworth, Anne Laffey, Vera Parsons (Manager), Mary Blum, Bessie Welsh, Jean Fluke, Loretta Rasch, Elizabeth Struth, Mildred Burkhart.

NOTE: The editor asked to listen to a "slam". She put the operator's ear phones on and called a number and the receiver was banged down on the hook. And she thought she had been injured for life. A terrific explosion seemed to tear out the whole brain department! The editor, for one, will never again bang a telephone receiver. You are cordially invited to visit the telephone department any time and learn more about the way it works.

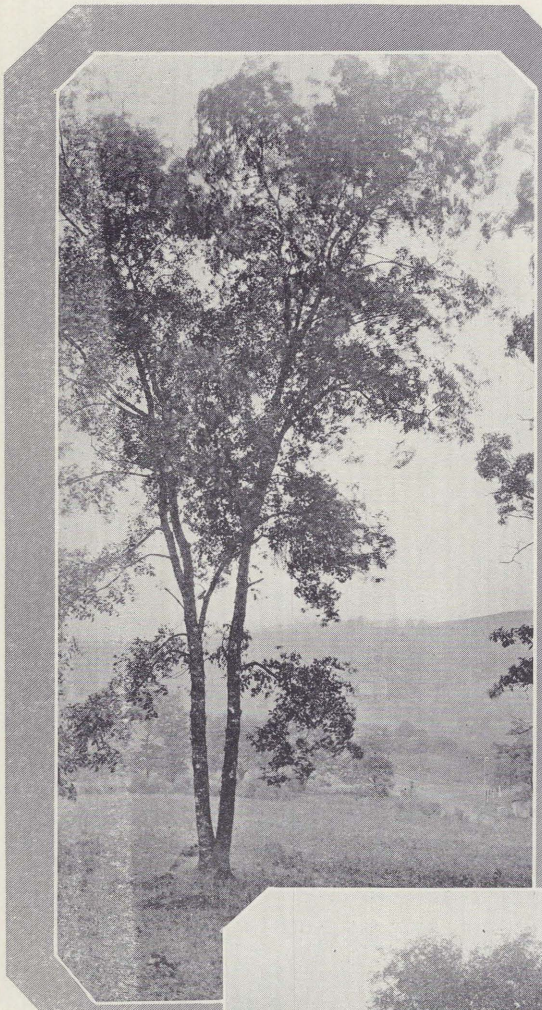
When we asked them if they would pose for a group picture in the "Service Number" of the STORAGRAM, they said it would have to be a picture of their backs for they never look away from the switchboard—not even for a second! But the manager, Mrs. Parsons, agreed with the editor that all Kaufmann fellow workers should see the faces of these girls whose work keeps them so constantly in the background. So just for the instant that it takes a photographer's flash to go off. they looked around—and the next second they were quietly at work again at the board.

10,246 calls come and go through this switchboard on an average day. That means that each one of these girls handles about a thousand calls a day! Most of us answer the telephone a dozen times or so in a day. And how many of those times we lose our patience, slam the receiver, "jiggle" the hook, put an angry edge on our voice—or otherwise register impatience.

The girls whose picture is shown above don't do any of those unprofessional things. They all have had at least two years training in the telephone company. They have learned voice modulation; they practice unvarying courtesy over the telephone; they know the technique of telephone operation.

Each one of these girls has 17 pairs of cords to keep going. And did you ever stop to realize that there are 8 steps in a telephone call? Yes, each time the signalling light comes on the operator goes through this performance: (1) Opens Key (2) Picks up and inserts plug (3) Asks number (4) Repeats number (5) Picks up second plug (6) Inserts in trunk jack (7) Dials number—requiring 6 turns of the dial (8) Closes key. This does not include the extra operations for out-of-town calls and tolls.

OUR NEW COUNTY PARKS



Did you ever wish, when friends were talking about the fun they had "out at the farm" of some friend or relative, that there were some such farm where you could go to see *real* country and enjoy the freedom of the great outdoors? Your wish has been granted.

Just 12½ miles north of the center of the city there's a county reservation of 1500 acres—your park—a place of woodland glades, picnic groves, orchards, meadows, *real* country! And just 12½ miles south of the center of the city is another county reservation of 1500 acres—South Park, where more woods, and orchards and meadows and groves welcome you. The natural beauty of western Pennsylvania is well represented by these two county reservations. One would have to travel far, indeed, to find lovelier country.

This is all farm land and has been since this country was first settled. Many of the old farm homesteads and barns and quaint old spring houses are still standing. They are to be pre-

Continued on page 7

COUNTY PARKS---Continued

Along Such Shady Roads You Wind Your Way Through North Park

served and turned into shelter houses and dancing pavilions. In North Park there are twenty-seven picnic groves, with tables and benches and little brick ovens where you may safely have a "camp fire" supper. There are good dirt roads and motorists as well as hikers will find these parks a joy.

North Park is reached by Evergreen Road, thence over Babcock Boulevard. It's a beautiful drive all the way. To reach South Park you may go via Brownsville Road or the Library Road. And when you get to South Park, you'll feel as if you were a hundred miles from the noise and crowds of the city. As far as you can see, there are only green hills, meadows and woods. The natural beauty of these parks is to be preserved. They shall always be, as they are now, retreats for those who love the beauty and the freedom of the country side.

Autumn

Daniel Henderson, From "The Bowling Green", Published by Doubleday Page & Co.

My garden feels the touch of fall
And, like a damsel, winter dreading,
She spins herself a damask shawl
With red and gold and purple threading.
The cosmos breaks in starry bloom
Upon the robe of her designing;
Chrysanthemums from her rich loom
Are warmly her deep bosom twining.

October beats against her heart
And blusters he will be her master!
Defiantly she bends her art
To weave perfection in as aster!
Yet well the queenly maid must know
For all the splendor of her pattern,
November's fierce, relentless blow
Will show her to the world a slattern!

OUR NEW TRAINING SUPERVISORS

Four new Training Supervisors have recently joined the staff of the Training Dpeartment, and the program of department training will give substantial aid to all the people on the floor, to the end that service may be improved. We extend a hearty welcom to these young woman; they come to us from other large stores and bring to us a rich background of store experience and a spirit of friendly co-operation.

Miss Josephine Miller (left) is a graduate of the Retail Research Bureau of the University of Pittsburgh and has had store experience at Halle Bros., Cleveland. She is doing department training on the 4th and 5th floors.

Miss Mildred Almen (right) is also a graduate of the Retail Research Bureau and of the University of Minnesota. She comes to us with experience from the Powers Merchantile Co., and the Dayton Co., of Minneapolis. She is doing department training on the 1st and 2nd floors.

Miss Patterson (right)

Miss Anne Patterson comes to us from Boston, though her home is in Iowa and she was born in Ireland! She is a graduate of the Prince School for Store Service in Boston and of Western Reserve University. Her store experience includes selling and non-selling work in Filenes, Boston. She will be Training Supervisor on the 7th, 8th and 9th floors.

Miss McCorkindale (left)

Miss Hannah McCorkindale, who came arm in arm with Miss Paterson from Boston, is also an Iowa girl. She is a graduate of the Prince School of Education for Store Service and of the University of Nebraska. She has had experience in both selling and non-selling positions in Jordan Marsh Company, Boston. She will be the Training Supervisor in the Basement Store

Stephen Biss Completes Law Course

It took him three years; five nights a week; two hours a night. That means backing up ambition with the kind of character that can stand a long, hard pull. Stephen Biss has that kind of make-up. He started out to get his degree in law and he got it last June. He's an LL.B. now, just as surely as if he had gone to any day course in any university that confers the degree. All his fellow worker congratulate him upon his successful completion of the night Law Course at Duquesne University.

The editor had to use some heavy persuasion to get this story and she completely failed to get a picture from Mr. Biss. He didn't think it would interest any one particularly. But doesn't it? Right now some of us are considering taking some evening course at school or college. Stephen Biss made a worthwhile decision three years ago and now he has his degree in law. It pays!

Langley Beacon Will be Greatest Aerial Beacon in the World

At the historic "Point", where the Monongahela and Allegheny join to make the Ohio River, Pittsburgh is to erect a magnificent monument to pioneer aviators in the form of a powerful beacon to guide fliers who pass in the night. It is said that Langley Beacon will be visible 100 miles on a clear night and 50 miles even in unfavorable weather.

Named in honor of Professor Samuel Langley, a Pittsburgh scientist who constructed the first air plane that actually flew, Langley Beacon is to be a 200-foot light house of native western Pennsylvania stone, surmounted by a light which is to be more powerful than that at LeBourget Field, France, now the most powerful light in the world.

Raymond Marlier, the architect of this magnificent monument, was an avaitor, in the World War and is now President of the Aero Club of Pittsburgh.

Pirates Get Packard

So reads a newspaper caption. Frank Packard was formerly a paint salesman in our store family. His fellow workers are proud of his success in base ball and they will follow his career with great interest.

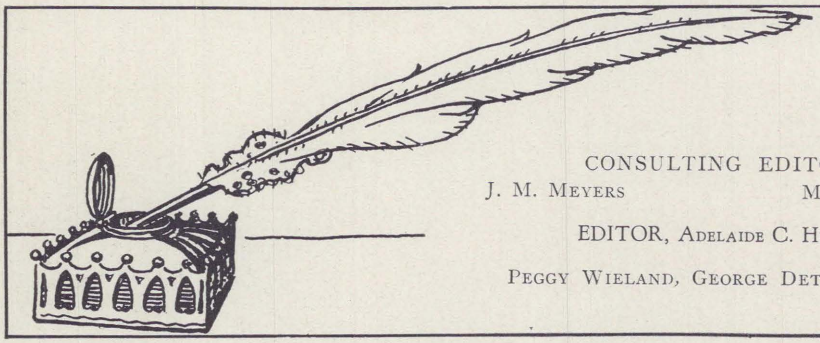
Packard, third baseman of the Greensburg Pennsylvania League team, had been sold to the Pittsburgh Pirates, to report September 1. Packard's home is in Pittsburgh. He is 19 years old, big and strong, and is the lead-off man for the Generals, who have won both halves of the Pennsylvania League race.

The Little Things

The tallest building in the world was built out of the profits of five-and ten-cent sales. The largest private income is credited to a man who made automobiles with less waste of time and material than any other manufacturer.

Don't look upon small details as mere pesky little annoyances to walk around, but rather as steps to be used in getting higher up. Small tasks prove to be the best training for subsequent responsibilities.

GEO. H. ELLIS



CONSULTING EDITORS
J. M. MEYERS M. A. MALONEY
EDITOR, ADELAIDE C. HUNTER
PEGGY WIELAND, GEORGE DETRICH, Artists

The Courtesy Way Leads to Easy Street

Nothing paves the way and takes the bumps out of the highway of work like courtesy. The pleasant, courteous approach, the good-humored habit of courtesy, no matter what the other person says or does, just naturally begets courtesy and consideration. It radiates the right atmosphere; it is contagious. Nine times out of ten, if you are courteous, the one with whom you are dealing will reflect your courtesy. The tenth time doesn't matter! Nine out of ten is a good batting average anyway.

We read the other day of a conductor on a train who used to come into his car and yell out boisterously the command, "Get your tickets ready." One time an official of the road was a passenger in this car and he noted the crude command, and the inevitable reaction on the passengers. The company had recently put a fortune into fine equipment. The new cars were the last word in beauty and comfort. Somehow that conductor's crude command, "Get your tickets ready," didn't fit in with the elegance of the new cars.

The executive issued a request that all conductors on this line change their command to the courteous request, "Please present your tickets." The effect was instantly apparent. The request and the courteous note in the voice had the right reaction on the passengers. It put them into a pleasant frame of mind. It paid a thousandfold!

Good Investments In Education

Why not plan definitely now to devote an evening or two a week this winter to profitable study? It will pay. It will pay in your own personal satisfaction and it will probably make you more efficient in your work. Any way you figure it, some plan of systematic study is a good investment. The opportunities for evening study along greatly diversified lines are many in Pittsburgh. On the back cover you will see general announcements of some night courses offered by the schools and universities. For more detailed information, call on Miss Fitzsimmons.

Let Ann Adams Do It

Ann Adams will shop for fellow workers any time. It is a great convenience and a decided advantage to have the Shopping Bureau do your shopping when you haven't time yourself, when it's after shopping hours, when you want some one to help you make a selection, when you're buying a gift and don't know what to get. In a dozen other situations it's great to have Ann Adams shop for you.

All you need to do is to get from the Transfer Desk on your floor the special form "Fellow Worker's Shopping Order," and have your Floorman o. k. it. You make out your order on this and it is sent to Ann Adams. Your order is filled, your special price is taken care of and the merchandise is delivered right to your home. This is an accommodation that fellow workers appreciate.

A Good Letter

Greensburg, Pa.
August 27, 1927

MY DEAR MR. CARROLL:

I cannot refrain from letting you know how well pleased I am with the suit you sold me last Monday. The fit is perfect and the goods we all like so well. I feel like keeping in touch with you for my future needs in clothing. You certainly have pleased the Adair family in this sale.

With best regards,
(signed) JOHN C. M. ADAIR

Forbes Street Service Station News Notes

On Thursday evening, August 18, the Forbes St. S. S. Team journeyed to Cheswick for a twilight game. Though beaten, 7 to 5, all credit is due our players as the Cheswick is a well organized nine, playing the Church Team of Western Pennsylvania regularly.

✠

Bob Robinson spent his vacation with his parents near his old home in Frostburg, Md.

✠

Messers. Hunter and Maxwell drove across the border on their respective vacations. Both are enthusiastic about the fine reception the Yankees get in Canada.

✠

The latest acquisition in our department is William Custer who hails from Wilkinsburg. Custer is some athlete as well as a good mechanic. A few years ago he qualified for the semi finals in the International Olympic games, running 100 yards in 10 seconds flat. We'll be wanting him for our 1928 base ball team.

✠

Once again Forbes St. took over North Side in that annual classic which means so much to all the participants and their rooters. The score, 15 to 1 was somewhat of a surprise as we all expected a better fight. The battery work of Hadley and Lowrie and the fielding of Leatherman were features of the game. We're wishing them better luck next time—just a little better. Meantime if there's any little game N. S. would like to play, our athletes are at their service.

✠

The China Department of the Forbes St. S. S. held their regular dinner hour base ball games. A great manager is Sam Spokane!

✠

Sam's professionals won the first half championship of the league and were given a hard fight by the Bowers Amateurs. The losers always buy the ice cream for the winners at these games.

✠

Safety Jingles

Peter Piper picked a peck
Of most tormenting troubles,
Because he tried to beat a bunch
Of speeding automobubbles.
Now Peter picks at tea and toast,
He's in the doctor's clutches;
And when he takes his walks abroad
He goes upon his crutches.

Two weeks sojourn in Kaufmann's play ground—our first visit—was spent happily and profitably by us all. A pretty place, high in the mountains, where the air is exhilarating, the water a tonic—an ideal place, we thought it, for vacation. The management was efficient, all departments apparently working well together, for the happiness and welfare of the guests. There was a variety of amusements. All in all, it was for us a vacation without a flaw.

Alex Conway

✠

The Question Box

Mr. Hadley has inaugurated a "Question Box" modeled after the "Suggestion Box" familiar to us all. The Question Box is designed as a help, especially to apprentices. Any question pertaining to their work will be answered by explanation, sketch or by practical demonstration, and a sincere effort is made to make the matter clear to them.

We believe this is a step in the right direction. Apprentices are wards of us all, and I'm sure every one will co-operate with Mr. Hadley and the boys.

✠

Frenzied Finance

"Guess Si Slater's bank is 'bout ter bust."

"How so?"

"Wal, I seen a check Bill Boves wrote for $2.00. It was returned marked 'no funds'. Now I figure a bank that ain't able ter pay a check for $2.00 must be pretty nigh busted."

"That's to my way of thinkin.'"

SELECTED

✠

Valuable Then

A Swiss is reported to have invented an earthquake announcer that resembles an alarm clock. Now, if he'd only set to work the other way about.

PASSING SHOW

The Finest in The Land

New Fixtures Transform China, Glassware and Home Furnishing Sections

For a long time it has been felt that Kaufmann's very fine and complete stocks of china, pottery, art wares and dinnerware, as well as the increasingly beautiful glass ware section and the big house furnishing sections should have fixtures more worthy of them. We enjoy a nation-wide reputation for our merchandise in these sections. Many fellow workers have the habit of visiting these departments just for the sheer joy of seeing these things of beauty. And many customers regularly visit these 7th floor departments every time they are in town for the inspiration they get from the beauty of these things.

Some facts about the new fixtures are interesting. There are 220 new tables and 67 column enclosures. They are of American walnut, carved in Italian design. Especially notable are the panels, for they are fiddle back grain. The next time you go to the 7th floor, stop and scrutinize these panels. The natural grain is exquisite, and very rare.

Mr. Harris and Mr. Nicholas of the China and Glassware Depts, and Mr. Flynn, of Housewares are certainly to be congratulated upon the beautiful arrangement of their sections and the loyal support of their staffs throughout the work. Congratulations to the girls of the Housewares Department in their immaculate white dresses!

North Side Service Station News

The Bowling League Picnic

This year the League made it a picnic instead of a banquet. It was held on a farm in Brentwood. Patterson and Griffy, the chefs, were kept busy all day. Sam Goldstein and Punny won the three-legged race. Bossy, from the Delivery Department, won the 50-yard dash and first prize in the ball throwing contest. Tom Byrnes bought a pony from the man who owns the farm, but to date, Tom hasn't called for the pony. Ed. Brush has been elected treasurer for the 1927-28 season.

On Wednesday, August 24, Miss Isabel Tracy of the Receiving Department, became the bride of Mr. Albert Metzger, of Ingram. Mrs. Metzger's former fellow workers send all good wishes.

We welcome Mr. William Tracy who succeeds his sister in the Receiving Department.

Miss Trainor has been transferred to the Adjusting Office. We welcome Miss O'Neil who succeeds her as stenographer.

The North Side Base Ball Team is still going strong. Captain Schademan is very proud of his men and has good reasons to be.

Kaufmann's North Side Bowling League opened their season Thursday, September 8. Mr. Carlon, of the Carpet Room won the season's first prize.

What do you think of the recent alterations in our office? And what do you think of the new improvements in the restaurant? If you have any suggestions, send them in. After all, these improvements were made for our benefit and practical suggestions for better service are welcomed.

Mr. McCarty, who runs Elevator No. 1 requested a sign for his elevator showing the maximum weight his car will carry. McCarty claims that two individuals from the Seventh Floor get on at the same time and stop the car.

INTERESTING BITS OF MAIN FLOOR NEWS

Miss Gates had a splendid time at Bear Run. Good for Margaret.

Since vacations are all over, let's get acquainted again, nothing like your old friends.

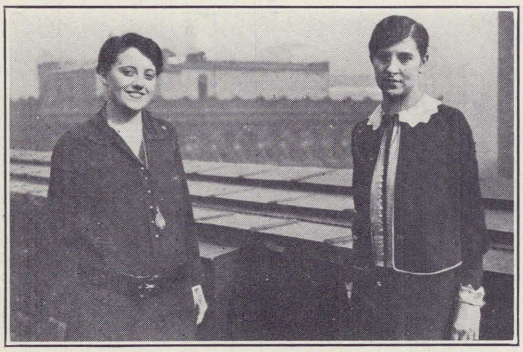
Welcome, Mr. Edward, to our department.

Mr. Crock, after spending a week at Atlantic City is feeling like a boy again. We are all glad to have him back.

The first floor has more employees than any other floor except the 10th floor. Why can't we get organized for a few parties, dances and good times, this winter?

Miss Catherine Havens is recuperating after a very serious operation. We hope she will be with us soon.

Miss H. Liska has left our service for the joys and happiness of married life.



Here are Miss Rita Ardolina and Miss Lena Palamone, two charming young women who have recently joined the staff of the Foreign Department as Italian interpreters. We welcome them to the store family and hope they will enjoy their work here.

Ninth Floor Notes

Mr. Reinard of the Rugs has recently returned from a trip to Cleveland, Ohio, where he has been surveying the various store systems of that great city.

Miss Harrison of the Windowshades has just returned from a short trip to the nation's capital where she and her friends have "done" the many interesting places of that city.

Mr Silverstein of the Rug Department has practically recovered from a recent accident which resulted in a fracture of his shoulder blade.

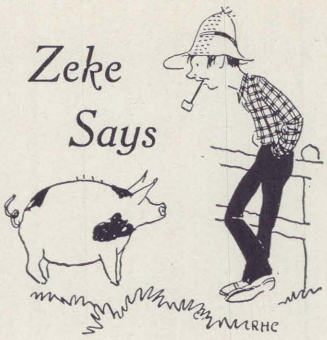
Mr. Miles, floorman of the Draperies, spent a goodly part of his vacation "down on the farm" in Lawrence County.

Mrs. Dorrance of the Draperies, Mr. Derby of Draperies, and James McSuley of the Carpets, were three of the migrating Americans on the other side of Canadian borders.

Mr. W. A. Cornell, formerly of the Fourth floor, is now assistant buyer in Draperies, succeeding Mr. Mandell who has established himself with the "Famous" store in Braddock, Pa. Good luck Mr. Mandell and greetings Mr. Cornell!

The Xmas spirit is beginning to haunt the air. Recently, Mr. Friedlander and his associates were seen about the floor. This all means that we can be prepared for the usual seasonal moving.

It won't be long now before the daily radio "bull sessions" will be held by the enthusiasts in the draperies. Mr. Miles has been named chairman by a unanimous vote.



Every time it gits warm enuf fer a girl t' wear her furs, it allus gits cold again.

⚜ ⚜ ⚜

Seems like your neighbor allus has a better car than yours.

⚜ ⚜ ⚜

Th' reason th' fence near Ohiopyle was run into by that feller recently was 'cause he drunk th' gaserline and poured th' moonshine in th' car.

⚜ ⚜ ⚜

Ever notice that a feller never kicks on the high price uv anything that's useless an' foolish.

⚜ ⚜ ⚜

It wuz the "FOR SALE" sign on the wind shield of a high priced car the other day that caused the driver to run down a perfectly good citizen that wuz walkin' along peaceable and honest.

⚜ ⚜ ⚜

The greatest mystery is why a feller'll kick at a detour that's better'n the main road.

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Fashion, we hear, has decreed that th' waist line is t' be brought back, but the wimmen aint yet decided where it's to be actually located.

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P.S. Here's a new photygraft of me an' the pig an' the pig's family.

THE TULIP ROOM INVITES YOU

Maybe it's that good 35c hot lunch, or maybe it's the smiling chef or maybe it's those gay new curtains, or again it might be those homemade pies that Mrs. Moorehead makes—or maybe it's everything taken together that is making the "Tulip Room" attract more fellow workers than ever used to patronize the cafeteria. It is a fact that there are few clubs in Pittsburgh where the happy combination of good food and good fellowship are more in evidence. Lately, whole groups have joined together to make a regular event of lunch in the big, bright Tulip Room. It's a great thing to relax and have a good time while you eat. And it's a great thing to have a dietician select properly balanced food values for the daily menu. The food in our cafeteria is so selected and the benefits can not be denied.

Maintenance Department Picnic

On Sunday, September 11th, over fifty Kaufmann employees of the Maintenance Division enjoyed their outing and picnic at the Kidney Camp on Eichers Farm near Butler, Pennsylvania. The affair was so successful and enjoyable to all present, that it has been voted to make it an annual event for the stalwart boys who keep everything in repair and running-order around the Store and the Warehouses.

Many things were done to furnish entertainment—a ball game between the Maintenance Team and an outside club, quoits, horse shoes, bathing, boating, athletic events, music and singing; singing predominating. The good Eats was the most popular item on the bill of fare. Dart starred at fishing, catching two crabs furnished a thrilling crab fight—no decision made.

The following were awarded Blue Ribbons:

Lee for singing.

Hare for being most popular with the women.

Custer for hop-step-jump.

Gus Aaron for horse shoes.

Custer-Hadley team for Tug-of-War.

Space does not permit us to tell half of what actually happened, but every man enjoyed every minute of our stay at this beautiful spot, and thanks are due to Mr. Kidney for the courtesies extended.

Mr. Edgar J. Kaufmann and Mr. Eugene Friedlander sent notes of regret that they could not be present. Every man hopes next year our President and Big Boss can attend.

In Mr. Friedlander's absence, Mr. Gerwig made a good captain and everything went off fine. Now every man is asking—"When do we go again?"

Tenth Floor

Miss Marie Maloney had a wonderful trip to Yellowstone Park. She was with a party of Pittsburgh friends who did all the sightseeing there was to be done out in that glorious country of great spaces. Miss Maloney had much to tell about the gorgeous scenery in Yellowstone Park. From the snap shots she brought back, we have selected the picture of herself with the background of a big pine tree, and the interesting group of Indians which you will see in the next issue of the STORAGRAM.

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Miss Fitzsimmons On Coast-to-Coast Tour

Combining business with pleasure—plenty of both—Miss Helena Fitzsimmons went with the Advertising Clubs of America on their coast-to-coast tour of America and attended their annual convention in Denver. The group was made up of publicity men and women and other business executives. Added to such stimulating company, there was the unending delight of western scenery, for the itinerary included the most noted beauty spots of America, including the Canadian Rockies.

In Denver Miss Fitzsimmons attended the Retail Conference of the Advertising Convention. After the convention, the Advertisers went on to the Pacific Coast. Miss Fitzsimmons visited the finest stores in the larger cities and conferred with store executives. Besides such business matters, the trip included many interesting features such as riding western ponies up steep mountain trails —not to speak of the tour of a Hollywood Studio, personally conducted by Monte Blue, himself!

⚜

Those taking late vacations this Summer certainly had excellent weather, with September's balmy days making everyone long for the open air life. Mr. Adelsheim was fortunate to have this weather during his vacation up in Canada. He is planning to go South to attend the wedding of his son.

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The girls wonder why all the smiles on Kitty's face lately. Maybe November 16 has something to do with it. Let's hope so, anyway.

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Peggy Forbes is no longer with her friends in the Bookkeeping Department. She has entered training as a nurse in the Montefiore Hospital, and our wishes for a successful future go with her.

The Bookkeeping Department romances have resulted in several marriages. Marie Downey is now Mrs. J. Wuenstel, Mary Duffy is Mrs. Wm. Prentice, Irene Dunn is Mrs. J. Mernick and Dorothy Sexton is Mrs. Jules Jenssen. Best wishes to the happy brides.

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The Merchandise Office has some interesting changes since Madaline Walsh was transferred to Art Ware to work with Mr. Harris. Ann Herz, our delightful Suzette of the "Firefly" has come to this office, and while we regret losing Madaline, we welcome Ann Herz. Miss Perkins, who is now Mrs. C. R. Pickering, is still with the Merchandise Office and tells us she had a most delightful time visiting the Great Lakes during her honeymoon.

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Miss Hart Attended Summer School in Maine

Miss Helen Hart, Training Supervisor, attended the Grace Cornell Summer School of Art, at South Bristol, Maine. She studied color, line and design as related to merchandise. Miss Hart reports that it is a great inspiration to be on the Maine coast while one is studying, and she certainly looks as though the time spent had been of the greatest benefit.

Fourth Floor

Congratulations Dr. Finley

The many friends of Miss Beck, buyer of Ladies' Suits, feel that Dr. Francis Howard Finley is a gentleman to be congratulated, for on the 29th of June our Miss Beck became Mrs Finley. Mrs. Finley is shown in the picture above reading the card of good wishes that accompanied the gift of handsome service plates which her department gave her.

We all miss Mr. Wright Cornell, our genial floor man, who has left the fourth floor, to take the position of assistant buyer in Draperies.

We have some star swimmers on this floor —Miss Low, Miss McCrory, Miss Henkel. Ask Miss Yeager about this.

Miss Sadie Berkowitz has been confined to her home for some time. We wish her a speedy recovery, and it will seem good to have her back.

We welcome back Miss Stein after her long visit in Wisconsin.

Miss May Upperman has recovered, we are happy to report, from the accident which she suffered while touring in the west.

Mr. Heyman's office looked like a florist's shop, the day he got back from his European trip. With these floral greetings his various departments tried to express to him their happiness at his return.

Mrs. Heyman, too, found her office all gay and fragrant with beatiful flowers from her department. The girls in her department apparently thought they would "say it with flowers" in trying to tell her how glad they were to have her back.

Main Floor

Miss Agnes Donnelly after recuperating from a sprained ankle, is back and doing fine. Watch your step Agnes.

Mr. Hook, Mr. Montgomery and Mr. Bradford spent their vacations in Atlantic City. Oh! Boy, that's where our money goes.

Paul Reck, after spending two weeks vacation in Bermuda, made a trip to Havana. Paul says it's great.

Eddie, our packer on the first floor, is one of the busiest packers in the store. Eddie is everywhere all at the same time.

The Men's Furnishings wish to thank Mr. Rupert for the wonderful delivery service he has given them of late.

Mr. Albert Gums purchased a car not so long ago. On Labor Day Gums decided it would be advisable to have a spare tire handy.

Harold Braverman, spent the best two weeks of his life at Bear Run, so he says.

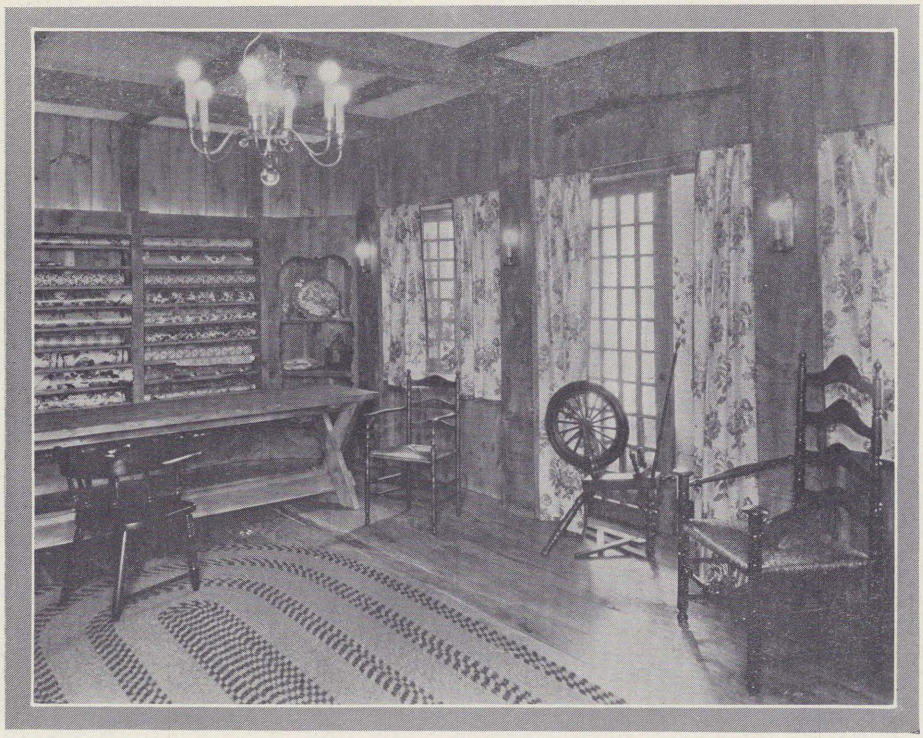
George, of the Pajama Section, is back and all sunburnt. Cleveland, and Chicago pajamas are not nearly as wonderful, so he says. That's a good idea George; it always pays to compare products and get new ideas.

Mose Franklin has fall underwear stocks all ready. Mose has about one hundred books marked. He is our oldest employee. We wish him many more years of service.

After a three weeks tour of Meyersdale, Florence Schultz has returned to the tube again. Poor girl must go on a diet—2 lbs. heavier.

Another Chicken Waffle dinner was held at Urling's Farm, Mt. Nebo, on Saturday, August 27th. Loretta Boehm headed the party of 12 girls, and the snapshot testifies to their merriment. The food was most delicious. Anna Friend ate enough apple pie to make her sick, but she didn't care; it was too good to resist.

The Charming New Chintz Room



As quaint as a colonial living room, as clever as the smartest shop at an exclusive summer resort, and as practical as any selling space in this big store is the new Chintz Store, recently installed on the Smithfield St. side of the Drapery Department on the Ninth Floor.

Every detail contributes to the quaint effect and all is in perfect harmony. The rough finish boards of the walls, floor, table and corner closets are a clever foil for the colorful chintzes, cretonnes and drapery fabrics sold here. The big braided rug, ladder back chairs, spinning wheel and the old musket hanging on the wall all help to invite the customer to visit the Chintz Store. The stocks are fresh and new and complete, and a number of original creations are displayed to show the many uses of these gay chintzes. A place of ideas is the Chintz Store—the sort of thing that gives distinction to Kaufmann's.

Mr. Davis is justly proud of this unique feature of the Drapery Department. It is an original, progressive idea which he has sponsored and we are all happy to have it as one of the show places of our great store. Our own Mr. Wallace is responsible for the "architecture" of the Chintz Store and we want to congratulate him upon its clever creation.

Lost

By Miss E. Martin, Art Needlework Department, a tapestry under-arm purse. She will be very grateful for its return.

By Dorothy Gabriel, of the Advertising Department, a pair of glasses.

By Helen Schwartz, of the Adjusting Department, a class ring.

A small rose pin. Kindly return to Miss Hart, of the Training Department.

Found

A pair of shell rimmed glasses.

A Stand-By Club pin. Call at the Timekeeper's Office.

A Fine Quartet

A little bit of Quality
Will always make 'em smile.
A little bit of Courtesy
Will bring 'em in a mile;
A little bit of Friendliness
Will tickle 'em, tis plain,
And a little bit of Service
Will bring 'em back again.

U. S. ENGINEERS

Bear Run Brevities

LABOR DAY 1927

Ole Sol beamed down on the camp site with all his warmth that last day, and all indulged in the out-of-door activities with much enthusiasm. Horse-back riding was an additional sport that was indulged in by quite a few guests, riding "Old Ironsides" and "Spark Plug" two steeds belonging to a near by farmer. The EATS, as usual, were most appetizing and enjoyable and the general congeniality shown by the "Staff" helped to better the frolic.

A "Junior World's Serious" was staged by some of the mushball players, two teams being chosen, Kasernsky leading the Mill Run gang and Dickler piloting the Bear Run aggregation. The latter won the title of the camp champions defeating their opponents two out of three games. Officiating in the contests were; Jake Theiry, Umpire; and C. J. Hanlon, Jr., Chief Score-keeper. Majority of the campers witnessed the thrilling events which offered much amusement.

Mill Run won the opening classic in their half of the 12th inning by scoring two runs on some clever hitting to win 5—3. Dickler and E. Kaufmann staged a pitchers duel each allowing four hits up until the 12th frame and walking two men each, when the latter's team laced three singles out to win.

The second fracas was more of a slug-fest for the Bears who nicked R. Davis for fifteen blows to emerge winners by the score of 8—5. Paul Lewis's fast fielding at third base was partly responsible for the victory.

In the third game Andy Rosenberg's pinch single with three men on base in the first inning was responsible for the four run lead which the victors had gained coupled with two errors on the part of the Mill Run infield. Roth, "The Village Cut-Up," starred behind

the bat and Jacobson led the hitting attack for the "champs"! Final Score was 6—3.

Miss Kirsch of the Employment Office tried to pull a "Steve Brodie" on the crowd when she slipped into the river near the station with clothes and all. A Carnegie Medal should be given her hero (?).

Following the dance on the last evening of camp, a few of the men started a real big Bon-Fire near the campus around which all gathered to partake of the festivities. Messers. Stitzel, Goodman and Nefh also the Misses Helen Schwartz and Ruthie Rhea entertained the crowd with songs, poems and recitations. After the various entertainments the "Gang" joined in a general review of the camp songs.

The swimming pool had its usual terrors but many braved the water for the sun was torrid and sun burn and tan was much in evidence. In fact the camp looked like an Indian reservation Monday with all the red skins about.

It's a wonder that Miss Green didn't have more business the way the folks were eating the green apples.

The usual "Paul Jones" was held both evenings which was a chance for everyone to get acquainted. Mr. Roth sprung some new tricks on trippers of the light fantastic.

Hikes were taken to the Baptismal Pool, Lover's Leap, Sunset Hills and other points of interest.

In conclusion may we say that the "Farewell" visit to Bear Run was indeed a most enjoyable one and that each individual left the site with a broad smile and hearty boost for the "Staff" the Cooks, Bob Grady, and above all the firm by whom we are employed.

S. J. D.

Increase Your Earning Power by Evening Study

Executive Training Course---1927-28

A course of 48 lectures given by executives of your store and members of the staff of the Research Bureau for Retail Training. The store talks deal with policies and procedure in your store; the Bureau lectures deal with organization and management and background for many stores.

Assistant buyers, heads of stock, executives in non-selling departments—people of ambition who want to prepare themselves to do better work in their present jobs and to carry greater responsibility are eligible.

Store lectures, one a week, on store time.

Bureau lectures, two a week, at night—Monday and Wednesday evenings 1¼ hours each.

Course extends through October, November, January, February, March, April.

Attendance required at three-fourths of the lectures (a total of 36) to be eligible for the Bureau certificate of graduation.

Preparation of two assignments each week. Each assignment may require as much as two hours of work.

Deposit of $5 fee at the time of registration. This sum will be refunded if the member graduates.

Y.W. and Y.M.C.A.—Also Y.M. and W.H.A.

All these associations are offering many interesting courses in the evenings. Whether you want cultural subjects or business training, handcraft or other work, you may find what you want here. For detailed information, see Miss Fitzsimmons.

High Schools

Courses in trades and industries (printing, etc,) commercial subjects (typewriting, stenography, bookkeeping, etc.), academic subjects and household arts. There is no tuition and text books are free.

SEE MISS FITZSIMMONS AT ONCE IF YOU WISH TO KNOW MORE ABOUT THESE COURSES.

Educational Opportunities

UNIVERSITY OF PITTSBURGH

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Accounting	Finance	Journalism
Business Law	English	Spanish
Commerce	Chemistry	Psychology
Economics	History	Public Speaking

CARNEGIE INSTITUTE OF TECHNOLOGY

Evening classes start Monday, October 3, in INDUSTRIAL COURSES, GENERAL STUDIES, FINE ARTS, ELECTIVE SUBJECTS. The usual schedule of night courses is three or four evenings a week, or six to twelve hours. Some scholarships are offered.

Applications for admission to night courses may be secured from Miss Fitzsimmons, Training Department, 10th floor.

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School of Accounts, Finance and Commerce

Fundamental Accounting — Advanced Accounting

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